



City of Scottsdale
Tourism Development Commission
Regular Meeting

9:00 a.m., Tuesday, December 15, 2020

Meeting held electronically

APPROVED MINUTES

- PRESENT:** Linda Dillenbeck, Chairperson
Sherry Henry, Vice Chair
Jeanne Alspaugh
Anna Mineer
Richard Newman
Ken McKenzie
- STAFF:** Karen Churchard
Steve Geiogamah
Ana Lia Johnson
Holli Shannon
- GUESTS:** Rachel Sacco, Experience Scottsdale
Rachel Pearson, Experience Scottsdale
Caroline Stoeckel, Experience Scottsdale
Kelly Triplett, Experience Scottsdale
Doug Huls, Arizona Quarter Horse Association

1. Call to Order/Roll

Chair Dillenbeck called the meeting of the Scottsdale Tourism Development Commission to order at 9:01 a.m. and noted the presence of a quorum. All Commission Members were present. Sally Shaffer was on the agenda but her first meeting will be in January 2021.

2. Approval of Minutes

Commission discussion and action to approve the November 17, 2020 regular meeting minutes.

VICE-CHAIR HENRY MOVED TO APPROVE THE NOVEMBER 17, 2020 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MCKENZIE SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0) WITH NO DISSENTING VOTES.



3. Arizona Sun Circuit Quarter Horse Show Multi-Year Community Event Funding Request

Presentation, commission discussion and possible recommendation regarding allocation of Tourism Development Event Funds in the amount of \$75,000 annually in support of the Sun Circuit Quarter Horse Show 3-year community event funding request.

Doug Huls, Arizona Quarter Horse Association made the presentation.

COMMISSIONER NEWMAN MOVED TO APPROVE TOURISM FUNDS IN THE AMOUNT OF \$75,000 FOR THREE YEARS AS PRESENTED. COMMISSIONER MCKENZIE SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0) WITH NO DISSENTING VOTES.

4. Multi-Year Community Event Funding Program

Commission discussion and possible recommendation regarding allowing qualifying events to participate in the Multi-Year Community Event Funding program for more than the current limit of three years.

The commission discussed the multi-year funding program and determined that further evaluation is needed prior to making any changes to the Multi-Year Community Event Funding Program. The commission requested that past participants in the program provide a presentation to determine the programs impact.

5. Staff Reports

Staff presentation and Commission discussion of the following:

- a. Staff Bed-Tax Collection Report
- b. Staff Bed Tax Hotel Classification Report
- c. Bed Tax Proforma
- d. Program Updates
 1. FY 2021/22 Tourism Development Fund Budget Update
 2. Scottsdazzle Update
 3. Western Week Update

Mr. Geiogamah reviewed the bed tax and proforma reports. Karen Churchard provided an update on when the tourism budget will be presented and an update on the Scottsdazzle and the 2021 Western Week events.

6. Public Comment

There were no members of the public who wished to speak.

7. Identification of Future Agenda Items

Mr. Geiogamah stated the future agenda items will include the tourism budget presentation, the boards and commission annual report, the annual election of chair and vice-chair as well as the follow-up to the multi-year community event funding item.

Adjournment

With no further business to discuss, being moved by Commissioner Alspaugh and seconded by Vice Chair Henry the meeting adjourned at 10:06 a.m. AYES: Chair Dillenbeck, Vice Chair Henry, Commissioners Alspaugh, Mineer, McKenzie and Newman with no dissenting votes.



Approved January 19, 2021

Next scheduled regular meeting is January 19, 2021



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